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ABOUT THE PROGRESS JOURNALS

'The Progress Journals' is a flagship initiative of The Progress, which belongs to one of the verticals of Sri Aurobindo Yoga & Knowledge Foundation with a mission of Sustainable & Holistic Development. Begun in 2023, the vision behind this publication is to create an international, cross-disciplinary, peer-reviewed and open-access journal that deals with issues of social, cultural, economic and ecological importance. This bilingual journal (with papers in English and Hindi) seeks to provide a platform for people engaged in innovative studies on subjects related to sustainability and sustainable development.

The journal also aims to highlight the significance of the Sustainable Development Goals (SDGs), also known as the Global Goals, which were set up by the United Nations in 2015. These goals were designed to be a "blueprint to achieve a better and more sustainable future for all." They comprise a universal call to action to promote individual and social well-being on a global scale. The 17 SDGs are (1) No Poverty, (2) Zero Hunger, (3) Good Health and Well-being, (4) Quality Education, (5) Gender Equality, (6) Clean Water and Sanitation, (7) Affordable and Clean Energy, (8) Decent Work and Economic Growth, (9) Industry, Innovation and Infrastructure, (10) Reducing Inequality, (11) Sustainable Cities and Communities, (12) Responsible Consumption and Production, (13) Climate Action, (14) Life Below Water, (15) Life On Land, (16) Peace, Justice, and Strong Institutions, (17) Partnerships for the Goals.
This journal, which shall be published quarterly, will allow researchers from various backgrounds to share their opinions and findings on topics related to these goals. Through this exchange of knowledge, we hope to better understand how to implement these principles for the development of our communities, our nation and the world.

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EDITOR'S NOTE

THE PROGRESS, established in 2020, is one of four recent initiatives of Sri Aurobindo Yoga and Knowledge Foundation. The core objective of our organization is the transformation of consciousness in higher education. The inspiration for this goal is the philosophy of Sri Aurobindo and the Mother, especially the principles of Integral Yoga. We believe that true progress requires consciousness of one's role in one's family, community, nation and the world. We seek to create this distinctive awareness, especially among students, professors, researchers and other key stakeholders in the field of education. At present, we are associated with more than 28 higher education institutions, including IIT Delhi.

In Integral Yoga, it is written that there are five layers of the mind: Physical, Vital, Mental, Psychic, and Spiritual. In higher education institutes today, the teaching-learning process is such that it functions till the Vital layer. There is no formal curriculum for anything beyond that. That kind of learning only comes through community, social and spiritual initiatives. Most higher education institutions have already started different types of developmental projects, social work, etc. Our objective is to create an organization that can connect all these other institutions and then collectively, we can be a force for universal transformation. To the broad vision of progress, we each bring our own unique perspective. Together, we can refine our approach and make a difference globally, while being rooted in our regional heritage.

In 2023, we launched a new initiative, 'The Progress Journals' with a mission to highlight scholarly work on Sustainable Development in general and the significance of the Sustainable Development Goals (SDGs) proposed by the UN, specifically. This is our first issue and we are very grateful to all our contributors and supporters. We aim to release this bilingual journal on a quarterly basis and provide a space for new voices and fresh perspectives.

-Dr. Samarendra Mohan Ghosh

Editor-in-Chief

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Workable Ideas for Implementing "Education for Sustainable Development"

Imaniyal S. Kondra
Assistant Prof., Dept. of English, Janata Mahavidyalaya, Chandrapur

Abstract:

The conception of sustainable development was described by the 1987 Brundtland Commission Report as "Development that meets the requirements of the present generation without compromising the capability of unborn generations to meet their own requirements." The commission also notified that sustainable development has four confines social, artistic, profitable and environmental, the commission further stressed that these four confines needs to be strictly balanced in the pursuit of an advanced quality of life. With the passage of time the conception of education for sustainable development has been integrated into numerous global fabrics and conventions related to crucial areas of sustainable development.

The United Nation's "Decade in Education for Sustainable Development (DESD, 2005 to 2014)" was a global movement it was a bid that aims to reorient education policy, practice and investment to address sustainability. As the lead agency for the Decade, UNESCO is responsible for icing that applicable mechanisms are in place optimize the perpetration of the Decade. The principal end of it wasn't only to transfigure education programs, investment and practice but also transfigure education keeping in view current global challenges and demands. It's believed that if this educational movement succeeds it could change not only education systems in a positive manner but also ameliorate the quality of life for numerous people across the globe. Hence, they put loftiest emphasis on achieving education for all (EFA) and recommended member nations to apply the kind of education system which would encourage equity, addition, quality literacy, inflexibility and invention in their educational institutions in order to negotiate social cohesion and social justice through lifelong literacy by perfecting educational systems with a view to increase both the quality and the applicability of education in this fast-changing world.

In this script the author of this exploration paper feels that education systems need to be converted constructively, colorful curriculums be redesigned in order to meet the challenges of largely uncertain future as well as to conform to morals of the Education for Sustainable Development. Prof. Daniella Tilbury in her expert review on DESD refocused out that ESD refers to learning to ask critical questions, learning to clarify one's own values, learning to fantasize more positive and sustainable futures, learning to suppose systemically, learning to respond through applied and learning to explore the dialectic between tradition and invention.

The following headlines have been used to express workable ideas which can work as effective tools to achieve "Education for Sustainable Development" 1. Acquisition of knowledge and its operation, 2. Holistic approach to Science and Trades Aqueducts 3. Skill Acquisition and Mind Expansion 4. Inculcation of Values in Personal and Community Life 5. Pursuit of Excellence and 6. Enlightened Nationalism.

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Keywords: ***Education, Sustainable Development, Globalization, Knowledge Society, Values, Skill Acquisition, Pursuit Of Excellence, Enlightened Nationalism.***

Introduction:

Education for Sustainable Development have become buzzwords in the global era but at the same time it drives educational policy makers, academicians and social thinkers into a situation of unease and discomfort. It makes them think and ponder upon various questions which crop up on daily basis. The questions like: What kind of education would contribute to Sustainable Development? Is the present education system capable to deliver goods? Is the current curriculum update and adequate to make learners self-reliant? How can school and university education gain relevance in the present digital age? How should education respond to the changing realities? What kind of students should be prepared by the educational institutions to meet global challenges?

What kind of students may contribute for a better future? These types of questions have long been important components of Education for sustainable development. Nowadays it is not a thing of surprise or shock to confront well educated people who ended up their careers because their university education which they received in the past became obsolete and irrelevant as a result they turned to be unfit for the current job.

In the era of globalization and knowledge society and in such an academic scenario, the author of this paper has got some innovative ideas and vision for the present knowledge society. Needless to mention, we are today living in a knowledge society and knowledge increasingly shapes our destiny. His ideas on learning and mental attitudes may prove quite apt. He strongly feels that what we teach today in schools and colleges have become outdated. He is very critical about the absence of innovation, imagination and creativity in our educational system. He is also against compartmentalization of arts and science, he builds up an argument, a point of view and an action statement on various vital issues such education for sustainable development. This research paper may be remarkable for workable ideas for change and development. The author is acting like a member of the "Men of culture" whose job according to Mathew Arnold is to disseminate the best knowledge and ideas of their time all through the society, so let's discuss about his workable ideas for successfully implementing education for sustainable development.

1. Acquisition of Knowledge and its Application: (Education should facilitate the learners to acquire adequate knowledge and should focus on application of knowledge in their day today life)

We are living in the knowledge society where knowledge acts as an agent of change and development. Societies that do not use most important resource for growth will be in serious trouble in the immediate future. Knowledge shapes the society in an unprecedented manner and future leaders are invariably those who possess not only knowledge but those who are able to apply it for problem solving and innovations. In an economy where repetitive jobs are fast vanishing, it is the duty of the education system and society to train the youth and build their capabilities so that they can reap the benefits of a knowledge society. But our country's inability to turn this historical necessity into an advantage is one of our tragic failures. We are still continuing with, in the words of the popular fiction writer

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Chetan Bhagat "the flawed Indian education system, which focuses on knowledge more than application. Even in science subjects, but particularly in the arts, Indian students can score good marks by rote knowledge, rather than being forced to apply themselves. Teaching materials and methods in humanities are archaic and outdated. Many postgraduates in wonderful subjects like sociology, philosophy, psychology and economics have excellent knowledge, but find it difficult to apply their knowledge to the Indian context, and impossible to give a specific solution" (Bhagat 2012: 150). The author's intention is not to denigrate every postgraduate coming out of the portal of Indian universities, he only points out a general malaise that is affecting the employability and usefulness of the post graduate. "Knowledge", Chetan Bhagat says in one of his essays, "is only one part of education; the other, equally important aspect is application."

2. Holistic Approach to Science and Arts Stream: (Education system should not compartmentalize Arts and science stream, they should be looked upon as complementary to each other)

Our approach to knowledge should be holistic and comprehensive; we should believe in the totality of knowledge. And stress the equal importance of both science and arts stream for creating a just and sustainable society. "Arts and science streams are just manmade divisions. To progress, we Indians need to learn and apply from both disciplines" (Ibid). The above observation should be an eye opener to all those who believe that teaching and learning of humanities is a waste of resources in this technological age, and who sideline these subjects in any academic programme. But the fact is that the modern approach to knowledge is interdisciplinary and holistic. The compartmentalized approach to knowledge is an outdated one. The students of arts must also grasp the significance and impact of modern scientific discoveries and science students need to be illuminated by artistic insight. Victor F. Weisskopf writes: May be there will come a day when scientific and artistic meaning will combine and help to bring forth that ground swell of meaning and value for which there is a great need. The growing awareness of this need is in itself an important element that brings people together and creates common values and even elations. There is always hope for hope (Weiskopf 79: 485).

Chetan Bhagat also invites our attention to the most indisputable commonality of both science and art: Surely arts and science have something in common: both are ways to deal with our experiences and to lift our spirits from daily drudgery to universal values (Ibid: 473). Though in a different context, Gayatri Chakravorty Spivak also makes a fervent appeal to strengthen the study of humanities in our country: Higher education in the humanities should be strengthened so that the literary imagination can continue to detranscendentalism the nation and shore up the redistributive powers of the regionalist state in the face of global priorities (Spivak 2207: 18).

3. Skill Acquisition and Mind Expansion: (Education System should promote skill acquisition and expansion of mental abilities instead of encouraging rote learning and mugging up of information)

The author also makes it very clear that he has no intention to view education as simply a means for an end which is none other than landing up a job. And for that matter, a large number of Indians link education with career and advancement in life. They

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cannot be faulted for this. In our nation, the first priority for everyone is a stable and settled job. But the painful reality is that, much of what is going on in the name of education has no real connection with skill acquisition or mind expansion. In this connection Chetan Bhagat writes in his article: "We emphasis sticking to the course, testing endlessly how well the student has revised the lessons. We treat lessons as rules to be adhered to, and the better you conform, the more likely you are to score. Innovation, imagination and creativity crucial for the country as well as more likely to bring the best out of any student have no place in our education system. In fact, we actually ensure we kill this spirit in the child as fast as possible. Because innovation by definition means challenging the existing way, and that is just not something good Indian kids who respect elders do. The cycle perpetuates itself, and we continue to create a second-rate society of followers rather than change embracing leaders." Needless to mention, what we need in today's knowledge society are not followers but change producing leaders. For this we have to be critical and self-introspective, and must be willing to learn from the global best practices. Challenging the existing way and blazing a trail need extraordinary courage, effort and vision. The situation demands this, and if we ignore the country will be the worst sufferer.

4. Values in Personal and Community Life: (Value based education and inculcation of ethics among the learners are very important)

Chetan Bhagat in his essay "Adding value to Life" says "values make bedrock of any stable society". In the same essay, he discusses the significance of values in a simple and straight forward manner. According to him, it is culture that defines us and culture "contains the implicit rules by which we live our values" (Bhagat 2012:3). Bhagat asks the readers to develop a larger concept about values. This concept encompasses not only personal values such as family, religion, and respect for elders but also community values. Bhagat writes: "Values tell people what is good and important. They bind society. Social scientists believe that without values, a society could disintegrate, a risk often present in India. Religious heads believe that without values, human life is meaningless and all the worldly pleasures will not lead to any satisfaction. Yes, a lack of good values is why scams happen, nepotism exists and the government doesn't care about its people. Core values are essential to any society and human being (Ibid: 45). As Bhagat has rightly observed, values are central to all our programmes. It is values that truly guide and lead the individual, society and the nation. Bhagat's observations lead us to the Indian concept of dharma. Dharma is the leading light behind all our right actions. In the absence of values, there is no real development. Our entire race towards growth and happiness will come to an abrupt stop, if we abandon values on our way. Bhagat writes". "It is critical that along with our efforts to build up our economy, alleviate poverty and so on, we spend time building our values. Leaders, opinion makers and all of us in our discussions should continue to bring up this single question: What should an average Indian live, work and strive for in his life" (Ibid: 5). Bhagat is sincere in his attempt to add value to life so that life becomes truly meaningful. A life without values is hollow. Those who live valueless life are hollow men inhabiting a waste land. T.S. Eliot described such people in his poem *The Hollow Men*.

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5. In Pursuit of Excellence: (Education System should emphasize pursuit of excellence. It is the pursuit of excellence and only excellence that enables a country to accomplish its goals and remain on the track of change and development)

It is excellent performance in all walks of life that truly takes the country to great and glorious heights. The people of a nation where excellence is valued and practiced will remain at a higher level of peace and joy, and will be able to contribute significantly for the health of the planet, wellbeing of humanity and world peace. On the contrary, mediocrity and underperformance leads to the waste of scarce resources, disharmony and discontentment. Excellence is a way of life, a life enhancing and life enriching practice of values and optimal and sustainable use of natural and human resources. The world has today phenomenally developed and global communication network has become a powerful unifying and connecting factor between the nations. The world can even be described as a global village though there are occasional setbacks and drawbacks to this concept. But the heart of the matter is this. It is the pursuit of excellence that has fuelled all this civilization, cultural and technological advancement. We are what we are today because of the earnest pursuit of excellence by a few. The author enthusiastic and vigorous promotion of excellence and success does not mean that he glorifies success in a disproportionate manner, and ignores those who do not succeed despite of their best efforts. His intentions are positive. He only wants to convince his readers that it is the path of excellence that leads us to the accomplishment of our goals. It is not success and failure that he is interested in. His concern is the promotion of human excellence in every walk of life and building a strong nation. If you look back in history, the people who have made India awesome aren't all politicians.

Most of the people that did this are not from the government. Whether it is entrepreneurs like J.R.D Tata and N. R. Naryana Murthy, sports persons like Sachin Tendulker or musicians like A. R. Rahman, people from all walks of life have helped improve our nation. Not just celebrities, but E. Sreedharan, responsible for the Delhi: Metro, and Dr. Varghese Kurien, who created the Amul revolution, all are ordinary people doing their work extraordinarily well. Mahatma Gandhi and Swami Vivekananda, two of the most influential figures in India's history, never held political office. Aim to be one of those people who made India awesome (Bhagat 2015: 176).

6. Enlightened Nationalism: *(Education system should inculcate enlightened nationalism)* 'Nation' and 'nationalism' are terms that have no simple and universally accepted meanings. Almost everyone has got some idea, at least a vague notion of what these terms are. Any person who lives in a nation experiences nationalism in different ways. Some people nurture a very broad based, liberal and egalitarian view of the nation while others have a very restricted and narrow conception of it. We can prefer the first class, and our nationalism should be broad based, liberal and enlightened. Nation and nationalism should be lived entities for us; our thoughts and ideas should be shaped by national imagination. The nation should live in our mind and heart; we should never keep away from the national issues, sometimes get fully involved in them, and comes up with our own bold and independent views. As citizens we should not keep aloof from the social, political and economic issues, policy

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matters, gender justice and above all from the struggle and suffering of the common man.

Conclusion:

Gandhi defines “By education I mean, an all-round drawing out of the best in child and man body mind and spirit” According to Gandhi the goal of education should be moral education or character building; and cultivation of conviction that one should forget everything selfish in working towards great aims. He also said that the earth has enough resources to meet the needs of all but not enough to satisfy the greed of even one person. To conclude it can be said that if world’s education systems strive to turn mankind into good human beings, then only, we can imagine for sustainable development. It is only when all global citizens are ready for a self-introspection; the world will be ready for change. The author fearlessly asks every one of us to do soul searching in order to expose our real selves.

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Travel, Tourism and Hospitality Industry in the 21st Century: Future Sustainability Development

Uttamchand T. Kamble
Associate Professor, Post Graduate Teaching Dept. of Commerce, Gondwana University, Gadchiroli (Maharashtra)

Akshay Vijay Salve
Research Scholar

Abstract:

Tourism has evolved into a sophisticated business and an important component of the global economy, with a substantial workforce in international trade. It has had a gradual and considerable impact on both the global and Indian financial situations. The tourism sector is India's most dynamic tertiary activity and a multibillion-dollar industry. Tourism is perceived as a sector that can help drive development, generate foreign exchange, increase employability, and contribute to the social growth and development.

The most significant aspect of tourism is the cultural exchange that takes place between the various ethnicities who visit the country, as well as the culturally diversified interface that will pave the way for universal peace, congruity, and harmony. Travel and tourism in the twenty first century has a significant impact on, and is influenced by, a wide range of political, economic, sociocultural, and environmental challenges. The sustainability of travel and tourism is at the crossroads of economic, social, and environmental parameters is one subject that has resonated strongly with public opinion, travelers, and tourism sector partners alike.

The future of tourism in India is undoubtedly bright, but there is still a long and challenging path ahead of it. The key to India's full tourism potential will be the development of high-quality services and facilities in a sustainable manner. This paper looks into the future of tourism & hospitality in India, technological requirements and improvements, and the rise of the tourism industry, all of which can contribute to the molding of our society.

Keywords: ***Tourism, Economic Development, Employability, Culture Exchange, Sustainability, Sustainable Development.***

Introduction:

Tourism and Hospitality Industry is seen as a rising industry. Many worldwide economic operations consider it to be an important segment. Tourism and Hospitality is undeniably one of those global businesses that pays close attention to numerous aspects such as environmental protection, socioeconomic development, and the enrichment of socio-cultural relationships. They are the significant part of the worldwide economy. National and international tourist management in the twenty first century is more difficult than in

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earlier centuries. Because many challenges have global implications and are similar to many locations, public and private tourism groups must work together to address them. To make this industry more dynamic, the various tourism products and activities must be administered with the utmost efficiency. In the twenty first century, it is critical to be aware of current tourism practices around the world, such as zero carbon emission, carbon trading, carbon neutralization, recycling, and waste management; global partnership with national and international membership, retention of skilled staff, multi skilling workforce, business integration, customer loyalty Programme, guerrilla marketing through brand image, and so on.

The Tourism and Hostility industries arose in the nineteenth and twentieth centuries. Industrialization paved the door for a reduction in daily and weekly working hours, as well as social rights for vacations. Three major businesses will dominate the twenty first century: information technology, telecommunications, and tourism & Hospitality. In the last two decades, the industry has increased by

500 percent. With the Tourism & Hospitality industry growing at a rapid pace, qualified tourism experts are in high demand. When compared to other industries, Travel & Tourism was able to create new tourism prospects even when the rest of the economy was struggling.

Objectives of the Study:

1. To understand the concept of Tourism & Hospitality.
2. To study the current trends in Tourism & Hospitality.
3. To introspect the technological advancement in tourism and Hospitality.
4. To study the growth of Tourism & hospitality industry in the 21st Century.
5. To understand sustainable development of tourism and its objectives

Methodology:

The descriptive research design was utilized for this study, which aimed to explore, evaluate, and assess future developments in the tourism & hospitality business. This study was done utilizing information from secondary sources such as textbooks, journals, Ebooks, research papers, and online sources.

Review of Literature:

Sandra Ricart Casadevall (2019) the phrase "sustainable development" became a prominent buzzword in today's development debate, according to the authors. Despite its widespread use and acceptance over the years, many people still have issues regarding the concept's meaning and history, as well as what it contains and suggests for development theory and practice. The goal of this study is to add to the SD discussion by describing the paradigm and its implications for human thinking and action in the pursuit of long-term development. Key players such as the United Nations (UN), governments, the private sector, and civil society Organisations must do more in terms of policies, education, and regulation on social, economic, and environmental resource management to ensure that everyone is aware, conscious, cultured, and compliant with sustainable development.

Sarfaraz Hashemkhani Zolfani, et al (2015) examine the current state of research on sustainable tourism, as well as to identify and conclude a broad, in depth, and organized review of published scientific

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publications in recent decades, one of the most prominent subjects among academics researcher has been sustainable tourism. The goal of this paper is to provide a classification scheme as well as a comprehensive literature review and evaluate sustainable tourism definitions and applications.

The report of **Huang, RenYi & Chang, et al (2019)** examines the evolution of sustainable tourism from 1900 to earlier 2016, based on a literature evaluation and types of articles collected from five internet databases using the single keyword "sustainable tourism." The number of publications on sustainable tourism has increased dramatically since 2006, according to this survey, which looked at 641 papers. Furthermore, these papers are dispersed among 125 journals, with the majority of them appearing in 23 academic journals. Despite the fact that this study has accomplished a lot, there is still room for improvement. Finally, they offered a conceptual framework based on our examination of 3247 keywords, which included 13 classification criteria. They also developed an intriguing conceptual framework with a visual effect for operational zing the coverage of sustainable tourism. Any researcher may quickly pick the most popular and relevant journal to submit to if they need it, as well as receive a basic idea of its applications to date and get a complete picture of sustainable tourism, based on their findings.

Streimikiene, D (2020). The study examines scientific literature in order to identify the most important forms and variables for improving tourist competitiveness by achieving economic, social, and environmental goals for the development of tourism destination areas. The large systematic literature study yielded the following intriguing results: Tourism and Hospitality is one of the world's most growing and dynamic industries. It is critical to plan and promote tourism in a deliberate and sustainable manner by seeking compromises between society's socioeconomic & environmental goals. The management of sustainable tourism development must maintain a high level of satisfaction for visitors' demands, provide a significant experience for consumers, raise their awareness of environmental issues, and spread sustainable tourism practices among them. This article examines the significance of the tourist sector's long term development goals through the perspective of improving its competitiveness.

R. Patel (2012) this study explains how tourism is now emerging as a major industry on the planet, with some even considering it to be the primary industry. Tourism demand has changed as a result of demographic, socio structural, and socio-cultural changes, and tourism service providers are faced with a substantial need to adapt. In the early years of the new millennium, these persistent challenges have substantially expanded and exacerbated. War and tourism, harsh weather, the rising globalization of tourism, and the ageing of society have all demonstrated the inherent fragility of tourism as a boom & bust sector.

Schumpeter (1934) One of the driving forces of development is innovation, which is defined as the introduction of a new product or the highlighting of a different feature of an existing product, the development of new systems and techniques in the manufacturing process, and the availability of new resources and assets in the supply chain. In his book titled 'The Theory of Economic Development, author was the first researcher to adopt the

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notion of innovation. In the book stated above, innovation referred to a product that isn't yet well known by customers, as well as changes made to a product or additional features.

In their research work "Specialization as a Trend in Modern Hotel Industry," **Pavia Nadia and Grzini Jasmine** came to the conclusion that product management is always at the top of the list for increasing hotel competitiveness.

Brako, Prince & Joseph, Sebastian. (2016). the tourism and hospitality sector is a thriving and never-ending industry. It covers a wide range of industries, including cruises, lodging, theme restaurants, and food and beverage services and production. Hospitality is nothing more than caring about other people and making them feel at ease. Customer pleasure is at the heart of hospitality. In India, tourism is the most significant and flourishing business and it is a key global contributor to the Indian economy. India is ranked 11th in Asia Pacific and 62nd in the world's most appealing destinations. Society is constantly changing, and trends in travel, tourism, and hospitality are no exception. Significant changes in the economy, society, and lifestyle have had an impact on tourism and hospitality. Because they have more disposable cash and free time to travel, market saturation is increasing, and consumers are becoming more demanding.

Globetrender (2017) explained that emerging generations preferred for one of a kind, personalized, and sustainable travel experiences may result in a shift away from increasingly typical and conventional sun, sea, and sand, and attraction- based tourism. When it comes to vacation decisions, for example, social media and peer recommendations appear to have a significant impact. They enjoy vacations where they can take risks and have new experiences, as well as trips where they can relax.

Petermann Thomas & Christoph Revermann; argued that the expansion of the Hospitality Industry is directly linked to the growth of the senior citizen population and **Maria Cristina, Sidonia, Ravar, et al (2013)** claimed that having workshops on creativity conducted on hotels and customers always assists in the growth of hospitality industry.

Anawade P.A and Dr. Bendale Shilpak (2016) examined and attempted to concentrate on the changes in spending patterns that have occurred as a result of current trends in the hotel industry in rural areas.

Kyrlakids Alex (2015) argued that India and China will both achieve the same growth in the tourism and hospitality sectors, and that both countries will be the top tourism and hospitality countries, leaving France, the United Kingdom, and Japan behind. Both countries will emerge as top tourism brands around the world, in addition to strengthening their local tourism markets.

Kharas (2017) stated that the world is witnessing a massive and rapid development of the global middle class, owing mostly to increased wealth in developing and emerging economies. In the years ahead, this huge increase in middleclass purchasing power and use will almost certainly play a significant role in the global economy. However, with rapid expansion and development in emerging countries contrasted with moderate growth in industrialized nations, the tourism industry may need to consider potential competing interests.

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Kingman, (2012), according to his research, is one of the primary industries that will benefit from an ageing population that is more ready than earlier generations to seek out leisure-oriented experiences. Tourism focusing on more established markets has been regarded as a high return and high growth opportunity for the industry. Individuals aged 65 and above in the United Kingdom, for example, increased their spending on international travel between 1999 and 2011, while those aged 16 to 34 dropped their expenditures.

Peters, M., and Pikkemaat, B. (2006) According to the author, every sector must consider significant strategic aspects in order to achieve long term growth and development. Innovation, advancement, and new service development features are important components in the tourist sector, where the market is very competitive. Due to conflicting product categories and substantial market growth and development, the tourism sector is undergoing significant transformation. Changes and transformations compel Organisations in the service sector to innovate because innovation is expected to play a vital role in improving and enhancing the quality of service in the tourism industry.

Results and Findings:

Global hospitality and tourism are growing at a breakneck pace, resulting in increased spending by both tourists and service suppliers. Tourism has shown to be one of the world's most resilient economic sectors, employing millions of people while also establishing bonds between people of all cultures and origins, debunking stereotypes and battling fear and scepticism (Rifai, 2016).

The hotel and tourist industry has developed a variety of issues that are expected to fuel a future profitable and powerful business. Various conversations have focused on issues such as tourist safety and security, the employment of high-end technology to meet current and future demand, and the promotion of cultural diversity, to name a few. The industry's future prospects are promising, since existing patterns that are statistically translated point to a robust surviving industrial hospitality and tourism & hospitality sector around the world. Which is the significant contributor to India's economy. Furthermore, both direct and indirect competition will continue to develop in this business. The constant opening of new hotels that provide more personalized services and amenities, as well as the introduction of new, cheaper, and more engaging lodging consumer concepts thanks to digital platforms like Airbnb, is revolutionizing the hospitality sector as a whole and threatening the traditional hotel industry's survival.

Tourism and travel businesses are known for their meticulous planning and concern for their consumers. To attract more visitors, consider a variety of appealing hospitality services as well as tour options. It will improve the link between travel and tourism in the long run. People that are continually exploring and posting can be found everywhere, from Instagram to Facebook. These tech visitors, consciously or unknowingly, are marketing for us at no expense.

Travel and Hospitality Industry in 21st Century: Over time, the nature, forms, characteristics, needs, and demands of tourists for travel have evolved dramatically. Travel has evolved into a more refined, structured, and hassle-free

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experience. Because of rising disposable money, technological advancements, simplified travel requirements, and more global connectedness, this rapid transition is unavoidable. As a result, it is growing at a far quicker rate, and every country is now involved in the international tourism industry, either directly or indirectly. United States of America, France, Spain, Germany, and China are the top five countries in the world, leading the race and dominating the global tourism business.

Tourism is a forward-thinking industry that is more concerned with current issues such as cross border terrorism, international border conflict, natural resource and energy conservation, pollution and waste management, globalization, urban development, information management, technology and communications, market and workforce, and other concerns.

Third world and emerging countries will dominate tourism and hospitality in the twenty first century. It is regarded as the most important source of employment. Tourism is a global concept that relies heavily on intermediaries such as attractions, lodging, transportation, infrastructure, the environment, human resources, education, trade and commerce, and the economy. Despite its complexity, a large number of tourism potentials must be realized in the new millennium. To manage the increase in tourism arrivals, tourism professionals must be more efficient and professional.

In the twenty first century, tourism is an emerging business that is reaching new heights. Due to destination marketing and customization of tourism products, the flow of tourists has changed dramatically and unstoppably, laying the groundwork for significant changes in the destination image. With the increase in the number of tourist destinations, development agencies have improved the infrastructure and superstructure to meet the needs of international and domestic tourism at both the public and private levels. Although, in the transit and destination zones, reliance on natural resources is increasing, it is expected to be doubled or tripled in the near future.

Many experts have defined sustainable tourism at various times. The idea of sustainable development proposed by the United Nations Environmental Program (UNEP) in 1987 gave birth to sustainable tourism development. Many definitions and explanations are developed by various scholars on sustainable tourism. The following definitions of sustainable tourism are more accepted by the academicians and sustainable tourism practitioners.

"Tourism that assesses full account of its present and future economic, social and environmental effects, tending to the requirements of visitors, the industry, the environment and host communities" UNWTO.

Sustainable Tourism refers to sustainable practices in and by the tourism industry. It is an aspiration to acknowledge all impacts of tourism, both positive and negative. It aims to minimize the negative impacts and maximize the positive ones. Global Sustainable Tourism Council (GSTC)

Dimensions of Sustainable Tourism:

It is suggested that more focus be placed on visitor education when it comes to their interactions with local populations. The hosts should be treated with more respect and understanding. Furthermore, housing entrepreneurs should consider not just the current needs of their customers, but also the future needs of the local community. They must realize that they will not be able

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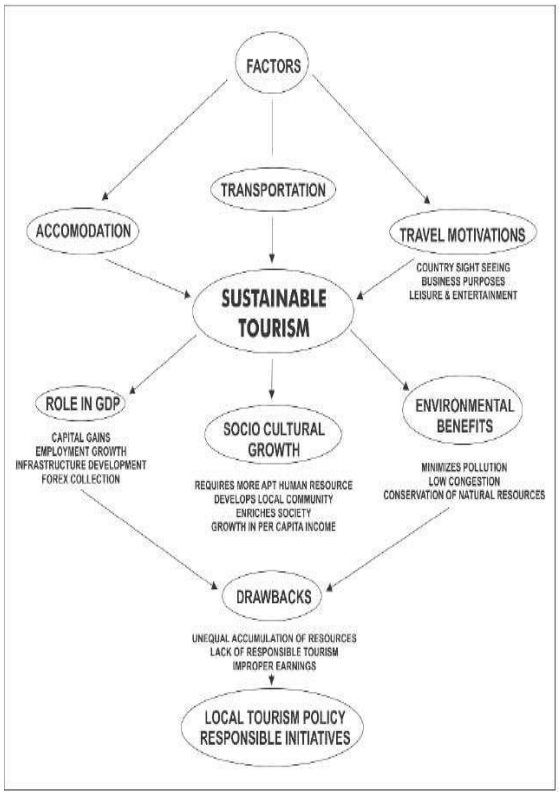
to survive as a desirable tourist destination unless they cooperate with the host society and consider the environment. The conceptual idea of sustainable tourism has three dimensions such as green tourism, responsible tourism and ecotourism.

Tourism and Hospitality Sustainable Development Goals for the Future:



Green Tourism: Refers to making travel environmentally beneficial by appreciating and protecting the destination's flora and fauna. Green tourism promotes the use of renewable energy, resource conservation, pollution free environments, and ecological and environmental preservation.

Responsible Tourism: Consumers' choices on consumption patterns of various destination products and services, modes of transportation, types of lodging, and tourist behavior at the destination are all examples of responsible tourism. Responsible tourism refers to travelers' careful utilization of diverse resources from the host community.

Ecotourism: Ecotourism is a type of sustainable tourism in which visitors prefer to visit natural regions with the goal of learning about the destination's flora, fauna, and geological aspects. The primary goal of ecotourism programmes is to increase awareness and appreciation of the destination's environmental and cultural aspects. For all ecotourism programmes, community participation and socioeconomic development are also important.

The notion of sustainable tourism was created with a set of very precise goals in mind. The most important goal of sustainable tourism is socio cultural and environmental sustainability. The UNWTO has highlighted the following areas as general sustainable tourism objectives.

Drivers Of Travel and Tourism in 21st Century: The development and growth of tourism economies in 21st century will be affected by factors such as:

Globalization and Competition: Globalization and localization are two synchronous but seemingly opposing trends that are currently occurring at the same time. The globe is becoming increasingly divided between 'macro' and' micro' development.

Every country is now inextricably linked to the global economy, and no country can hope to achieve overall prosperity without engaging in both established and emerging markets. Due to greater competition, tourists have more options and a better value for money in today open and globalized world economy.

Cultural Capital: As income and intellectual achievement improve, culture is becoming a more important driver for a location. The sum total of attitudes, knowledge, awareness, and abilities

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incorporated within a place's and a nation's arts and legacy is referred to as a destination's cultural capital. One of the most important aspects of a country's brand is its culture and history legacy, which is a crucial indicator of people's willingness to travel to a destination and the growth of tourism.

Events: Because of the increased accessibility of places, tourism sites all over the world are becoming more accessible. Tourists are now routinely exposed to and influenced by a variety of events, including natural disasters, sporting events, and gala events. The number of international and domestic tourists to host countries or destinations is increasing with each passing event, such as the Olympic Games or the football World Cup. The social cachet of destinations is shaped through cultural events such as the Kumbha Mela in Allahabad, the Hajj in Saudi Arabia, and any International Festival.

Prosperity and Affordability: Guests regard vacations as an indulgence product, according to the Future Foundation. The desire for vacations is fueled by the affordability of products and the prosperity of tourists. Tourist prosperity is the consequence of rising salaries, which have increased in the last two decades, while affordability is the product of lowering commodity prices. Tourists who can easily afford luxurious lodgings yet go by economy transportation are one example of this. Tourists are saving money in order to be able to stay in the country for a longer period of time, while wages rise and prices decline. This traditional pattern of economic activity is becoming increasingly popular around the world.

Accessibility: Technological advancements in all industries are accelerating, and the globe of travelers is decreasing like never before. The accessibility of the Internet to the general public has torn down barriers, allowing tourists to choose a tourist destination from anywhere in the world and beyond. The tourist market has grown as a result of the internet economy of travel and tourism, as well as the rise of economies of scale. Traveling is lot easier these days, with more direct flights connecting two unique sites, giving tourists more options. The world is wide open to tourists, visa limitations are easing and the world is becoming more accessible to everyone.

Long Term Tourism Trends Projected by World Tourism Organization (UNWTO):

1. In recent decades, tourism has undergone diversification and expansion, transforming into one of the world’s largest and most secure economic industries.
2. Despite infrequent stuns tourist arrival has indicated virtually uninterrupted and continuous growth from 277 million in 1980 to 528 million in 1995 and 983 million in 2011.
3. The number of foreign tourist arrivals is expected to climb by 3.3 percent annually on average from 2010 to 2030, according to Tourism Towards 2030, a UNWTO long term view and assessment of future tourism trends. This equates to an annual rise of 43 million foreign tourists, increasing the total number of visitors to 1.8 billion by 2030.
4. In the past, emerging market destinations have grown at a faster rate than advanced market destinations, and this tendency is projected to continue in the future. Arrivals to developing nations are expected to expand at double the

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pace of arrivals to advanced economies (+4.4 percent per year) between 2010 and 2030.

5. As a result, emerging economies' market share has increased from 30% in 1980 to 47% in 2011 and is predicted to reach 57 percent by 2030, based on more than one billion international tourists.

Recommendations:

1. When it comes to tourism and hospitality, sustainable development principles are generally used when they are deemed beneficial.
2. Entrepreneurs in the hospitality business (i.e., those who provide lodging services) propose environmentally friendly solutions for a variety of reasons, the most important of which is cost. From a marketing standpoint, it might also be viewed as a benefit. Customers — visitors – may be drawn to specific destinations by eco labels. By bringing outsiders into the destination society, tourism may harm local communities.
3. On the other hand, tourism can contribute to the preservation of cultural assets. Historic sites are being refurbished and conserved to attract visitors, even though they will be preserved in their original settings for future generations.
4. It is suggested that more focus be placed on visitor education when it comes to their interactions with local populations.
5. The hosts should be treated with more respect and understanding.
6. Furthermore, not only the current demands of their consumers, but also the future needs of the local community, should be taken into account by accommodation entrepreneurs. They must realize that they will not be able to survive as a desirable tourist destination unless they cooperate with the host society and consider the environment.

Conclusion:

Applying sustainability principles is the most effective way to protect tourism places from social, cultural, and environmental damage. Tourism may enhance income and be a source of prosperity for the local community if it is well planned. Tourism may be perceived as an easy way to get financing because tour operators may attract capital from banks and investors. By minimizing trash creation and water and energy use, sustainable initiatives can help reduce operating expenses. However, because more qualified people are required, human capital will expand as well. A reputation for sustainability strengthens the brand value of touristic businesses and their market position, making them less vulnerable to short term market and economic volatility. Although implementing sustainable development principles in this manner is costly, it can pay off in the long run.

Tourism is seen as a rising industry. Many worldwide economic operations consider it to be an important segment. To make this industry more dynamic, the various tourism products and activities must be administered with the utmost efficiency. It is extremely necessary in the twenty first century to be aware of current tourism practices all around the world. In the third world and developing countries, three main industries will dominate the twenty first century: information technology, telecommunications, and tourism. It is

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regarded as the most important source of employment. It is regarded as the most important source of employment. To manage the increase in tourism arrivals, tourism professionals must be more efficient and professional. Tourism is a developing business that is reaching new heights in the twenty first century. Globalization and digitalization have made it more available to a greater segment of the global population than ever before, resulting in equal economic prospects for rising and developed countries around the world.

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Environmental Sustainability in Library through Web Technology based Academic Library Services and its Implementation in Chetana's Mansukhlal Chaganlal Library

Sanjay N. More
Librarian, Chetana's H.S. College of Com. and Eco. Smt. Kusumtai Chaudhari, College of Arts, Bandra, Mumbai.

Abstract:

The places of green practices/ services which are incorporated within libraries towards environmental sustainability have surfaced in recent history. With nonstop use and easy vacuity of new technologies like computer printers, faxes, and photo copiers etc., guarding the terrain has come a major concern as all the machines have an impact on the terrain through the use of paper, essay, and electricity. This paper explains environmental sustainability, web technology and the paperless library services among others. Further, it demonstrates the colorful sustainable strategies for the libraries. And highlights the strategies for prostrating the impact of paper use, essay use and electricity. The adverse impact of new technologies on the terrain also increases the demand of green practices/ services within libraries and reducing the carbon footmark, which will automatically enhance the environmentally sustainable practices, a precious step for enhancing the life of society. This paper provides an indispensable approach for librarians to achieve green practices/services.

Keywords: ***Sustainability, Environmental sustainability, Libraries, Green printing, Green copying, Library Portal, Web Technology***

Introduction:

The sustainable development to mortal society has been significantly challenged by worldwide ecological destruction and resource dearths. As a result, it has become an important and common social issue to address environmental problems and promote environmental education worldwide. In recent times, the disastrous goods of climate change have come apparent. Sustainability as an end, driven by anxiety about climate change, has truly come a global miracle. Accordingly, environinternal mindfulness and sustainability have entered at the center of discussion in the library world. Sustainability is generally so defined that it includes frugality, terrain and equivalency. Sustainable development should thus take account of profitable considerations (saving resources), and as well be environmentally conscious.

There are several conduct that can be applied in the day-to-day operations of a library to reduce mortal impact on nature and promote sustainable development and these include construction of sustainable structures. In other words, the library structures need to be so designed that they bear minimum of electricity and include measures like rain water harvesting and so on. It's extremely important that similar conduct come part of the diurnal life of any librarian, performing as a starting point for

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environinternal mindfulness and generating behavioral changes throughout the community.

Environmental Sustainability:

The term itself was presumably first chased by scientists at the World Bank. Firstly, the term "environmentally responsible development" was used (World Bank, 1992). Latterly, "environmentally sustainable development" was employed (Serageldin and Streeter, 1993). Eventually, the conception of environmental sustainability was developed (Goodland, 1995). According to Goodland, environmental sustainability "seeks to improve mortal weal by guarding the sources of raw accoutrements used for mortal requirements and icing that the cesspools for mortal wastes aren't exceeded in order to prevent detriment to humans". Goodland's conceptualization of environmental sustainability fits into the resource limited ecological profitable frame of "limits to growth". Environmental sustainability is defined as a responsible commerce with the terrain to avoid depletion or declination of natural coffers and allow for long term environmental quality. The practice of environmental sustainability helps to insure that he needs of moment's population are met without risking the ability of unborn generations to meet the in requirements. Herman Daly, one of the early settlers of ecological sustainability, looked at the problem from conservation of natural capital standpoint. In 1990 he proposed that

- For renewable coffers, the rate of crop shouldn't exceed the rate of rejuvenescence (sustainable yield);
- For pollution, the rates of waste generation from systems shouldn't exceed the assimilative capacity of the terrain (sustainable waste disposal); and
- For non-renewable coffers, the reduction of the non-renewable coffers should bear the similar development of renewable backups for that resource.

An important donation to the conception of environ internal sustainability was made by the OECD Environ internal Strategy for the First Decade of the 21st Century (OECD, 2001). The Strategy defines four specific criteria for environmental sustainability re juvenescence (renewable coffers shall be used efficiently and their use shall not be permitted to exceed their long term rates of natural re juvenescence), substitutability (nonrenewable coffers shall be used efficiently and their use limited to situations which can be neutralize by negotiation with renewable coffers or other forms of capital), assimilation (releases of dangerous or contaminating substances into the terrain shall not exceed their assimilative capacity) and avoiding irreversibility (avoiding endless damage to terrain and ecosystems). It identifies five interlinked objects for enhancing cost effective and functional environmental programs in the environment of sustainable development

- Maintaining the integrity of ecosystems through the effective operation of natural resources
- Decoupling environmental pressures from profitable growth
- Perfecting information for decision making measuring progress through pointers
- The social and environmental interface enhancing quality of life
- Global environmental interdependence improving governance and cooperation.

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Shri Mansukhlal Chhaganlal Library

The Library of CHETANA 'S Hazarimal Somani College of Commerce & Economics, Smt. Kusumtai Chaudhari College of Trades, was established in 1970 by former Education Minister of Maharashtra, Shri Madhukarrao Chaudhari. The end of the council is to provide education to lower strata of the society. The library is positioned on the ground bottom of the council structure. At present it has a rich collection of 110242 books, 346 set volumes and 539 CDs/ Videotape. Having established a stoner friendly terrain in the library the librarian along with other professionals and semiprofessionals are managing the library with proficiency and furnishing effective library services. Library is completely motorized with SLIM21 Library Software. All the work of the library is done with help of this software.

It also provides Internet installation to Preceptors and Scholars and has a book bank installation for the indigent and meritorious scholars. During the last time book bank service was extended to inferior council scholars as well. In addition to this, the library provides services like references, circulars, bibliographies; inter library loan installation, current mindfulness etc. The Library staff conduct the library orientation program for fresher's to make them apprehensive of library installations and services. This enables the scholars to make the stylish use of available library coffers. It also arranges special books' exhibitions on different occasions. Our library also provides open access to all our Students.

Best Practices of Chetana's Mansukhlal Chhaganlal Library towards environmental sustainability:

Green library is a library designed to minimize negative impact on the natural environment. We need to take some measures to attain the sustainable library or green library. Some of the characteristics of green library are:

- Natural products may be used for preservation of books.
- Laptops which use less electricity than desk top versions
- Providing scanning service instead of xerox which reduce use of paper.
- Avoid readers ticket as it is made of plastic.
- Membership through online and supporting documents in soft copy only.
- Card catalogue may be removed and OPAC may be provided.
- E receipts may be given instead of paper receipts.
- Use of resources
- Electronic equipment of latest star rating for reducing the consumption of electricity
- Lighting of the library through the natural light during day time
- Use of LED bulbs and tubes for lighting purposes.
- Provide online services by making use of web 2.0 and web 3.0 technologies.
- Solar panel may be placed on library building for creating solar energy.
- Library building may be in modular structure so that solar energy and also roof top vegetation can be made by team work of the library staffs.

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- Indoor air quality may be increased by growing indoor plants.

Academic library services through Library Portal:

A library can offer various types of library services to the users. With the help of technological development and the increasingly use of smart phones with internet, it is now very much important for an academic library to provide services via mobile library portal interface.

Web OPAC/Mobile OPAC Service – Our library has successfully converted old card catalogue method into paperless environment friendly Web OPAC method. it is very much important to providing access to library catalog search, portable exhibit information, subject guides, e journals and other library document search to a user who is studying on different subject or doing research.

New Arrival Notification Services – It gives user 'library instant access facility'. The users of the library may be notified by library portal. Library OPAC system is now mobile facility of text message to check the availability and the details of books. Bringing new books in the library, users for suggestions, informing availability of reserved documents etc. are also notified to the user through this service.

CAS & SDI Current Awareness Service is a form of service which provides news about current ejournal articles mainly for researchers. It can be made available to the users through wide range of mobile devices. Selective Dissemination of Information (SDI) service is a type of CAS mainly for selected users.

Instruction service— library can provide directions of using materials like how to access edocuments, videos of different workshops, seminars, conferences etc.

Circulation service circulation of documents can be done through mobile devices by giving necessary information related to circulation like, the name of person who has loaned the material, due date i.e., the date of return of a specific material, particular fine policy for those who will not return the material within desired time period through library automation software.

Database Browsing—library facilitates domain wise database searching such as NList, NDL, OCLC's World cat etc.

Online resource services—library can provide ebooks, ejournals, web databases, dissertations, images and article databases that can be used via mobile interface

QR codes on mobiles – QR (Quick Response) code may be used to take a piece of information from a transitory media. Users can scan that code and decode the information with any mobile camera phone that has a QR reader, which is freely available online.

Audiovisual services (LibriVox, etc.)— libraries can provide video conferencing service, live broadcast service, web streaming; educational programmes offered by televisions (films, slide tape presentations, etc.) can also be implemented through.

Document delivery services via smart phones: The uses of internet through mobile phones and smart phones increase rapidly day by day. So, libraries have to make an effort to provide their services through mobile phones also. It will help libraries in the direction of building good

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relationship and providing better services to their existing remote users.

Ask the Librarian Service—this service provides several efforts that meet user reference needs on smart phones and other mobile devices.

Library Committee:

Chetana's College Library formed library committee to formulate policies and guidelines for the smooth functioning of library activities. Library committee agenda is digitizing the library items and services, which indirectly help to paperless and environment friendly library.

Library Help Desk:

The Library has developed library help desk where all the library related document such as library Information Brochure, Membership form, Demand slip, Feedback form, Book Requisition form, Suggestion form are made available in electronic form to save the time of staff and library users.

Orientation Programme:

The fresh students at the beginning of each academic year we are given orientation about the library rules, collection and services. It helps them to know the library, its information sources, searching tools and facilities thoroughly. In orientation programme we always increase to use eco-friendly library services.

Library Automation:

College Library is fully automated with SLIM21 library software. All the work of the library done with the help of software. The books are bar coded and students and teacher having bar code library card. Library having one Barcode machine and 6 barcode scanner for the book circulation.

Reducing the burden of other resources like Printers, Copiers, and Faxes: We can reduce the burden of other resources as printers, copiers, and faxes with the help of following measures o When buy printers, copiers, or faxes, look for a model with the lowest available power level in "sleep "mode.

- When buying fax machines that can scan double sided pages and Copiers/Printers that have duplex (two-sided printing) capabilities
- Strategies applied for reducing Paper Consumption
- Always make double sided copies when possible
- Recycle and reuse envelopes and file folders
- Reformatting option for articles and announcements to use space more efficiently
- Try to make scratch pads from used paper
- Always set our printer in the duplex mode so that it automatically prints documents on both sides
- Use central files for hardcopies
- Proof documents on a screen when possible and use print preview and spell check before printing
- Get off unwanted mailing lists
- Strategic planning for purchasing to eliminate unnecessary purchases

Conclusion:

This planet is moving far apart from Green because of several human activities. Sustainable development is a big challenge nowadays. The future generation as well as this planet is to be survived by adopting ecofriendly habits. Environmental

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sustainability in library is the demand of this era. Environment friendly library is aims to construct energy efficient, ecofriendly and heal thier Green Library is the part of environment friendly Library. Environment friendly Library are needed to give more and more importance compared to traditional library. It is of utmost importance by the Librarians to keep their libraries clean and green. Modern librarian should think about this blooming concept so that users can spend hours together within library building without being exposed to any sort of health hazard.

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Preliminary Studies of Aquatic and Wetland Plants from Vena River in Hinganghat Area Dist. Wardha (M.S.)

B. M. Rajurkar
Vice Principal, R. S. Bidkar Arts, Commerce and Science College, Hinganghat Dist. Wardha

S. D. Petkar
Head Department of Botany Anand Niketan College, Warora Dist. Chandrapur

S. V. Awachat
R. S. Bidkar Arts, Commerce and Science College, Hinganghat Dist. Wardha

Abstract:

The present investigation was conducted to study aquatic and wetland plants of Vena River in Hinganghat area. Approximate 29 species (taxa) of 15 families, and 23 genera was identified. The preliminary survey was conducted to study the flora throughout the year 2020. The floral morphology was studied to confirm the taxa. As Vena River is the major river of the Wardha district. It is now facing anthropogenic activities like pollution due to industrial discharge and land filling. So to monitor the flora the above preliminary work of Vena River was conducted.

Keywords: ***Wetland, River, Taxa, Anthropogenic activities***

Introduction

Study area located geographically 20o 35’31”N, 78o 52’40”E., elevated 228M (705 Ft) and lies 3 Km Northeast to Hinganghat, Dist. Wardha; In British India Hinganghat was said to be the Center of Country. At vena river pump house on an historical old stone it was written that “Hinganghat the center of India”. The study site was primary source for drinking water supply to Hinganghat, irrigation purpose and industries. This region provides rich flora, The maximum Summer Temperature reaches to 48o C while it falls to 9 o C in the Months of Winter. The annual rainfall measures around 1200 mm.

Methodology:

The preliminary studies on aquatic and wetland plants adequate field visits were conducted as per methodology suggested by Schultes and Lipp were undertaken to record precisely and to study the floral morphology of the plant species. The photographs at study sites were taken and collected specimens were pressed, dried and mounted on herbarium boards and deposited in herbarium of R. S. Bidkar College, Hinganghat. The collected plants were identified from flora of aquatic and wetland plants of India by Cook, flora of Nagpur district (Ugemuge, 1986), flora of Maharashtra (Almeda, 1996) and were identified by consulting experts of universities of Vidarbha region of Maharashtra State. After identification,

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samples are properly processed after proper chemical treatment.

Observations and Result:

Identified families are Asteraceae (4), Cyperaceae (5), Poaceae (4), Amaranthaceae (2), Convolvulaceae (4), Asclepiadaceae (1), Acanthaceae (1), Hydrophyllaceae (1), Hydrocharitaceae (1), Amaryllidaceae (1), Verbaenaceae (2), Boraginaceae (1), Commelinaceae (1), Campanulaceae (1), and Typhaceae (1).

Identified genera, species and families are given in the table below:

Sr. No	Botanical Name of Plants	Name of Family
1	Alternanthera parychinoides	Amaranthaceae
2	Alternanthera sessilis	Amaranthaceae
3.	Brachiaria eruciformis	Poaceae
4.	Caesuaria axillaris	Asteraceae
5.	Coir aqatica	Poaceae
6	Commelina benghalensis	Commelinaceae
7	Crinum viviparum	Amaryllidaceae
8	Cyperus articulatus	Cyperaceae
9	Cyperus difformis	Cyperaceae
10	Cyperus involucratus	Cypreracae
11	Cyperus iria	Cyperaceae
12	Cyperus pangorei	Cyperaceae
13	Eclipta alba	Asteraceae
14	Grangea medaraspatana	Asteraceae
15	Heliotroium ovalifolium	Boraginaceae
16	Hydrilla verticillata	Hydrocharitacea e
17	Hygrophilla Schilli (Asteracantha longifolia)	Acanthaceae
18	Ipomoea aquatica	Convolvilcaeae
19	Ipomoea fistulosa	Convolvulaceae
20	Lobelia alsinoides	Companulaceae
21	Meremia gangentica	Convolvulaceae
22	Murdania spicata	Convolvulaceae
23	Oxystelma esculantum	Asclepiadaceae
24	Paspalum conjugatum	Poaceae
25	Phyla nodiflora	Verbaenaceae
26	Saccharum spontanum	Poaceae
27	Spilanthus paniculata	Asteraceae
28	Typha domingensis	Typhaceae
29	Vallisneria spiralis	Hydrophyllaceae

Discussion:

During this study, it has been found that most of the inhabitants living the surrounding area of study site are economically poor. Tribes of Hinganghat Tahsil use these medicinal plants in different diseases as discussed may not be a mere coincidence but may be an indication of some useful properties of these wetland plants. There may be a direct relationship between these aquatic plants, medicine and diseases. There is a need for investigations on these plants. Efforts for their conservation and their cultivation should be encouraged through which their extinction can be prevented and people may also get an inexpensive remedy.

Due to high plant resources in the wetland, people of its vicinity often visited to collect their traditional medicinal plants. The present study reveals that the tribal people were using 29 plants species Alternanthera parychinoides, Alternanthera sessilis, Brachiaria eruciformis, Caesuaria axillaris, Coir aqatica, Commelina benghalensis, Crinum viviparum, Cyperus articulatus, Cyperus difformis, Cyperus involucratus, Cyperus iria, Cyperus pangorei, Eclipta alba, Grangea medaraspatana, Heliotroium ovalifolium, Hydrilla verticillata, Hygrophilla Schilli (Asteracantha longifolia), Ipomoea aquatica, Ipomoea fistulosa, Lobelia alsinoides, Meremia gangentica, Murdania spicata, Oxystelma esculantum, Paspalum conjugatum, Phyla nodiflora, Saccharum spontanum, Spilanthus paniculata, Typha domingensis and Vallisneria spiralis.These observations are coinciding with the enumeration of earlier ethnobotanists. viz. Noumi (2010), Khan and Singh (2010), Ahirrao and Patil

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(2010), Anjaneyulu and Sudarsanam (2013), Deka and Nath (2014), Salem et al. (2016), Shende and Dalal (2019).

Conclusion:

Useful information of 29 important species is collected from Vena River in Hinganghat area of Wardha District. There is need for further investigations of floristic study of these plants. These plants should be screened scientifically and verified to determine the biosystematic properties. It can be further utilized in health care as well as economical improvement.

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The New Normal in Indian Marriages: Paradigm Shift During the Pandemic Era

Vijay D. Joshi
Assistant Professor, Dr Ambedkar Institute of Management Studies & Research, Deeksha bhoomi, Nagpur

Deepak Tikle
Head Sales & Marketing (DP & EWA), HPL Electric and Power Ltd. Corporate Office: Windsor Business Park B1D, Sector10, Noida

Sukanta Kumar Baral
Professor, Department of Commerce, Faculty of Commerce & Management, Indira Gandhi National Tribal University (A Central University), Amarkantak, Madhya Pradesh, India

Abstract:

The purpose of this paper is to illustrate the changes in Indian culture in the context of marriages and social gatherings caused due to pandemic. The study employs archival and observational research using data drawn from the Internet. The research findings enrich our understanding of changes in the culture and behavior of Indian people. The said research paper is an attempt to indicate changes visible in the Indian culture in the context of marriages that are taking place today and following 'New Normal' rules and regulations.

Keywords: ***Indian Culture, Indian Marriages, New Normal, Cultural Behavior, Pandemic.***

Introduction:

In today's India, a focus on the health of one's family and others has become an important component of social events. This has created new requirements and opportunities for offering products and services for the organizations postCovid19. Therefore, it indicates through this research paper that this is completely changing the event management of social gatherings and marriages. This study attempts to offer some of the options that may be considered or implemented in the context of event management with a limited presence of persons.

Note: The illustrations, names of the organizations, and brand names used in this research paper are provided as examples. They are used for representation purposes only. Names of the persons used in this research paper are changed to maintain their confidentiality.

Scene 1: It becomes mandatory for Shantanu (in Bengaluru) and Sharvari (in Mumbai) to stay at their respective locations as the lockdown has started. Their marriage is on cards but it is not possible due to restrictions. No worry! They have decided to marry online in the online presence of their family members.

Scene 2: Namrata and Saurav's families had zeroed in on their wedding date last

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December and did not wish to change it in any circumstances. Nobody knows about the duration of the imposed lockdown due to this pandemic! They got married in a ceremony that is small and slim with the presence of limited people. The venue has just 50 guests, instead of the usual four-digit attendance (TNN, 2020).

Scene 3: Kumar and Anita from the western city of Pune have decided to hold a civil ceremony at the end of December, followed by a dinner with only their immediate family. Family sources said that they feel sorry as they were unable to include their closed ones in the celebration. Instead, they have planned to organize special event in 2022 when they will be normal hopefully (DW, 2020).

Scene 4: Do not seek out for an envelope to keep the cash and then present ha same at the wedding. As an interesting example of deploying technology, there was the use of QR code on the wedding invites (such as Google Pay and PhonePe). The family thought that this will ease gift offerings as their relatives and friends were able to pass on gifts without any physical contact or personal touch. The money would be transferred to the bank account without worrying about envelopes (OI, 2021).

Sounds interesting!! Well, the first scene is from the television serial 'Shubhmangal Online' that narrates the story of the newlywed couple that married online. The next three scenarios are from life. Indeed, Indian weddings are taking place with modifications. They are changing and now deploying technology to provide the people festive experience as well as becoming smaller and leaner.

Research Limitations / Implications: The main limiting factors were theoretical choices, limitation of the literature. In this manner, the results cannot be applied to the universe of considered research, being restricted solely to the Indian context.

Practical Implications: From the main contributions, it is possible to highlight, at a theoretical level, the importance of personal behavior, pattern of buying seen on special occasions such as social gathering and marriages. At a practical level, understanding of how the behavior of Indian people contributes to the changes in performing ceremonies like marriages is helpful in the understanding of changing social aspects.

Social Implications: At a social level, understanding of the social aspects in adopting 'New Normal' practices is advantageous for low key functions with minimum guests.

Purpose / Objectives:

As stated in the abstract, the purpose of this paper is to illustrate the changes in Indian culture in the context of marriages and social gatherings caused due to pandemic.

Review of Literature:

Marriage and Indian Culture

Marriage has an important place in Indian culture. A marriage, being an important part of Indian Culture, getting together on these occasions becomes imperative in people's life in India. In Indian context, marriage is considered as foundation of social culture and followed as traditional practice. This is across all cultures, religions, and regions even if there are differences therein. Any calamity that affects human life will definitely have direct and indirect effects on marriage across the globe. The ongoing COVID19 pandemic seems no different and certainly affected the society and people. Its effect on events such as marriages is visible

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and will be seen post pandemic too (Maiti et al., 2020).

India has cultural diversity spread across the regions. With different religions and different languages spoken in different places, there exist different sets of culture. There exist a diversity of religion, languages, and culture spread across the Indian subcontinent. Accordingly, the process of getting married, traditions and culture specific practices followed during the ceremonies can have considerable variations. According to study findings (Sharma and Subramanyam, 2020), there are wide ranging psychological effects of the lockdown on society. With the cultural diversity In India, a family centric society with a high population density and extreme social stratification, impact (of these effects) might vary across diverse social groups. One such effect may be changing the behavior of people. The behavior of consumers depends on their different aspects and characteristics, mainly personal, economic, social, and geographical. Marketing practitioners may get some insights from the marketing and behavior related literature as it addresses these characteristics, both for people and groups (Rana et al., 2020). The present study or research is about the behavior during specific times (in a pandemic) and for a specific event (special occasions such as marriages). This pandemic and the self-isolation situation is the most recent one. In this context, there is no specific literature available about the effect of the same on cultural aspects (such as events like marriages) in India.

More specifically, the present research paper attempts to discuss the following questions:

- What are the behavioral aspects that may impact our daily activities (during difficult times)?
- What are the factors that impact purchasing behavior during special occasions such as marriages (during difficult times)?
- If the Indian marriages are changing due to the pandemic, what are the changes seen in the context of organizations (those related to the marriage industry as products manufacturers and services providers)?
- What innovations did people come up with to tackle the situation in the times of pandemic?

Methodology:

The present paper is prepared and positioned as a conceptual paper. Conceptual papers do not give data. They offer insights into the form of integration of literature (Rana et al., 2020).

Analysis and Discussion:

Conceptual Framework

With the questions listed above, it was attempted to gather facts from the events taking place today. This has helped in investigating the aspects related to behavior (as a product). It was also attempted to understand how organizations make use of these special occasions and behavioral aspects to offer related products and

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services.

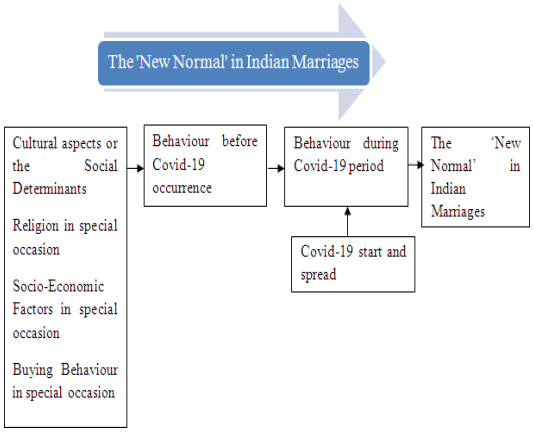
The 'New Normal' in Indian Marriages
Cultural aspects or the Social Determinants
Religion in special occasion
Socio-Economic Factors in special occasion
Buying Behaviour in special occasion
Behaviour before Covid-19 occurrence
Behaviour during Covid-19 period
Covid-19 start and spread
The 'New Normal' in Indian Marriages

Figure 1: Conceptual Framework for this research

Source: Authors' Framework

The primary interest of our framework shown above in Figure 1 narrative focuses on the possible determinations of the changes in Indian culture (especially in social get together events) in the context of marriages performed in pandemic and the aspect of consumer behavior.

Offering the right kind of products or services will satisfy the need or want and this will result in good interaction with the customer. Further, this will lead to value enhancement both for consumers as well as organizations. We emphasize the situation and related events therein to develop a conceptual framework (as shown in Figure 1).

The expected result of this framework should lead to the development of a more theoretical and a managerially suitable explanation of behavior-based offerings (of products and services) for the special occasions in the marketing domain.

Understanding Elements of Behavior (on special occasions)

The Elements of Behavior

The research paper considers the following parameters as aspects of behaviors of the people in the context of cultural shift or transformation. This is shown in Figure 2 (on the next page) as a series of concentric circles.

These are:

- Changing Pattern or behavior during special occasions: When people came across any kind of special occasion (such as social get together or marriages),
- It calls for changes in behavior. These changes are occurring at different levels such as interaction, purchasing, performing day-to-day activities, and so on.
- Culture / Religion: It may be noted that these special occasions are mostly related to culture or religion. This is in the form of festivals or alike. On these special days, it is always felt that 'something new' is always a good sign. This pushes people to explore and consider innovations.
- Socioeconomic Status or Indicators: Indeed, purchasing the new thing/s is an experience and is influenced by socioeconomic parameters such as status in society. This will be driven by parameters like age, gender, occupation, annual income, food preferences and so on.
- Buying Behavior for special occasions: Special occasions such as marriages call for a different mindset that thinks about thanksgiving to the family members and the loved ones. Indeed, all are in the special 'functional' mode and want to celebrate at that particular time. Though purchasing intentions are high, with Covid19 interventions, these will be restricted to less and essential

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buying with due consideration of health and safety of the family.

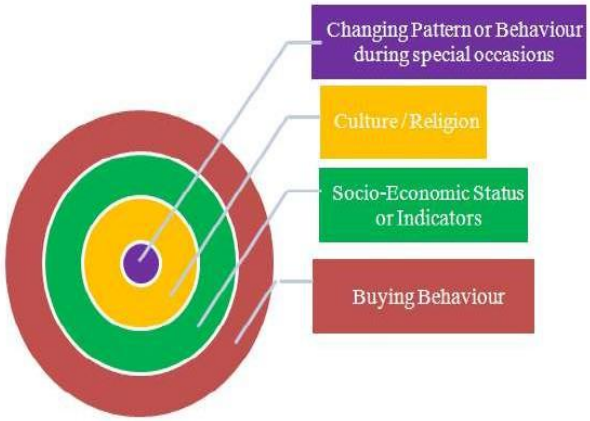
Changing Pattern or Behaviour during special occasions
Culture / Religion
Socio-Economic Status or Indicators
Buying Behaviour

Figure 2: The Changing Behavior as Product

Source: Authors' Framework

Steps in Buying Behavior (During Special Occasions)

In the context of marketing and promotion for special occasions, general buying behavior may be going through the following steps as listed below: (Rana et al., 2020)

Step 1: Emotional Response to the Special Occasion In this case, the special occasion becomes the central element and may attract all the attention both physically and emotionally. Here it may be possible that people are directly or indirectly exploring products or services. This may be with the help of either immediate or indirect contact with merchandise. It is but obvious that emotional responses are associated with emotions like joy, happiness, anger, grief and so on. Because of travel restrictions and limited attendance, it may not be possible for all the people to attend the ceremony. Hence it may be possible to make a video call and speak to the loved ones. This is like giving 'surprise' to them and sharing the 'joy' of seeing each other and sharing the feeling of 'happiness.'

Step 2: Cognitive Response to the Special Occasion Overjoyed on account of the special occasion, people do not forget rules and regulations imposed by the authorities to handle the situation in the pandemic. Now people are more cautious about the health of the family and others. Cognitive is all about thinking, perception and acting accordingly. Complying with the rules and regulations is such a response that comes with more awareness about good health. Now, people are limiting the invitees (attending the function). Marriages are now taking place in the presence of a limited number of people. People are following social distancing norms and using masks. This will result in the venue as a safe place as there is no crowding.

Step 3: Behavioral Response to the Special Occasion

This response may be a combination of the above two responses that result in action or visible behavior. In the context of special occasions, the use of technology may be regarded as behavior response. People are livestreaming their marriage rituals so that their relatives and closed ones may watch it live. This is like providing them with virtual experience without being present at the venue. People are pushed to think innovatively and act accordingly. It is seen that slowly 'grand functions' are making their appearance in different parts of the country. In this context, people are exploring ideas and creative ways of enjoying together and receiving gifts and blessings from their loved ones. While numerous couples are tolerating actual endowments and monetary rewards from their visitors, some have changed to advanced wallets to dodge any actual contact.

Service Marketing Mix (During Special Occasion)

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Marriages or wedding is a kind of event and may be termed as service. Further, these four aspects also represent the 7Ps of the services marketing mix. Indian marriages are experiencing change recently. Marriages are changed and taking different formats (according to the people needs). In Indian culture, it is an important event. It is the main day for the couple getting hitched. But due to the pandemic, they cannot have all their family and friends present at the venue.

Indian marriages are changing slowly and some trends are visible directly or indirectly. This is as shown in Table 1.

Table 1: Trends and Services Marketing Mix

Old Paradigm in Indian Culture	New Paradigm after the Pandemic	Implications (How it has affected the 7Ps of the Marketing mix)	(Services) Marketing Mix Elements
Inviting a large number of people to marriage.	Mini Ceremonies or Minimonies	Less participation and involvement of people.	People / Participants, Place (Location), Physical Evidence.
No need for crowd or health management.	Required to have health-related precautions for the people attending the function.	Installation of sanitisation equipment at the venue. Guests will be offered sanitisation kits.	Process, Physical Evidence.
Fixed timings for the function with no control over people.	People in shifts to attend the function.	Guests are invited in shifts to allow them to adhere to social- distancing guidelines.	Process, Physical Evidence.
Preference to only 'auspicious days' for the function.	Wedding Dates (as available) after getting required permissions.	Selection of dates will depend on the availability of venues, wedding service providers. It is required to obey / comply with the regulations from the government as well as local authorities.	Process, Place (Location), Promotion (Distribution)
Traditional style arrangements for a large group of people.	Food and Beverages in buffet style prepared for limited attendance.	At most weddings, they will likely allow a sit-down plated meal instead of a buffet.	Process, Product / Service Offer, Promotion (Intermediaries and Distribution).
No specific choice of venue, whatever is available is booked.	Choice of Venue (depending on the facilities that comply with the 'new normal' guidelines).	Open-air places will be in demand as they offer less crowding as compared to high-risk air conditioning places such as closed halls.	Physical Evidence, Place (Location).
The traditional way of inviting people, home visits and other pre-wedding programs.	Virtual invitation emphasizing less contact and use of Digital Promotion for inviting people and Capturing Moments	Use of technology for inviting the guests. E-invite may result in cost savings. Use of services for grooming (make-up), photography and so on.	Price, Marketing Communications, Promotion (Intermediaries and Distribution).
Conventional ways of gifting to the people in the family.	Use of technology (online payment options) to receive gifts (in cash or kind) as applicable. Cost savings on traditional prints and saves the time required to distribute the same.	People may use online payment options so that it facilitates their closed ones to send gifts to them.	Price, Marketing Communications, Promotion (Intermediaries and Distribution).

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Findings:

Future Outlook / Way Forward

It will be a challenging task to make any forecast in this context. One can only say that the effect of 'new normal regulations' will impact social gatherings. This new trend will slowly become part of such functions and as time passes people will get used it. This is mainly because the pandemic has challenged the belief of people 'marriages are big functions as per the traditions. With the 'new normal' there are marriages taking place with enthusiasm and happiness albeit with not much extravaganza. This will set the new belief in the mind that marriages can be low key without compromising on human values such as coming together and enjoying together with changed context. Online marriage will become an option for the traditional one. It will be interesting to see whether such 'new normal' will set in for a long time to come or fade away as soon as the people get out of the grip of fear and swing back to the old normal under the weight of cultural burden or demands.

Conclusion:

Research paper findings indicate that some variables need to be looked at by organizations in this context. These are culture (especially religion), socioeconomic factors and the buying behavior during special occasions. The study suggests that these variables definitely configure and drive the buying behavior of the people. The behavior shows considerable positive associations with these variables and there is a change observed in following culture related practices. It may be noted that online marriage is a new concept and requires a lot of support in various aspects. Given this, it was suggested that all the stakeholders (such as government, organizations, and service providers) may have an advocacy or supportive type of approach in offering products and services. The authors of this paper believe that mutual reciprocity and cooperation between government, society, and organizations will help in contributing to the development of this domain. This research paper may provide some theoretical insights to the readers. Changing behavior during special occasions is increasingly observed in terms of responses (such as emotional, cognitive and behavior). These responses may configure the buying behavior of the people and supported with individual characteristics, play a major role in the time of special events like marriages. The conceptual framework presented in this study depicts the mechanism of how behavior changes in time of social events and the aspects driving that behavior. This suggests ways for organizations to develop their offerings and (their) promotional strategies accordingly.

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Gender Equality and Sustainable Development in India

Santosh Gohokar
Assistant Professor, Head of History Department, Chintamani College, Ghugus Dist. Chandrapur

Abstract:

In India gender inequality has its roots in cultural norms traditional and patriarchal system. In India patriarchal society is responsible for suppression and oppression of India women Indian culture is a silencing culture. Women are silenced in the name of tradition, society, family etc. as per the nature rules now women are raising voice against such suppression. It is converted now in mass women movements they are lighting for their basic rights and human rights Gender Equality is the backbone of sustainable development goals. Gender disability affects the growth and development. Globally women are experiencing gendered subalterns. They are subalterns in the term of education wealth discussion method, financial opportunities even social desiccation.

Keywords: ***Gender, Traditional, Patriarchal, Suppression, globally etc.***

Introduction:

Sustainable development includes environment, social progress and economic developments in environments aspects natural resources and environmental protection in included where in social progress civil rights, social economic passement, cultural identity is included where is economical aspect there are expectation about property and employment is included. Political participation and representation also matter a lot in sustainable development. SDGS wanted to eradicate the inequality or discrimination in access to education health facilities etc. They aim to tackle economic crisis and natural resource and environmental protections is included were in social progress civil rights social cultural. This is a kind of world mission to achieve gender equality progress has happening in many countries on different level. When every woman could be able to say "I am proud to be women that time real gender equality goal will be achieved."

Women and Political Participation:

Women Political participation and Decision making is very less. Globally women leadership in politics is only 11% from 1995 to 2015. This has to change women are more than half of the population and potential. They need to be active in communities. They need to sit at the table women are needed to come forward as women with vision and anticipation?

All women must be at equal treatment. There should be target of ending violence against women to achieve sustainable development. Women are victims of in many ways like unpaid care work, sexual and reproductive health, when we see percentage of abortion. There should be right to reproductive health and rights. It is seen that gender disparities become wider as girls move on adolescence stage. Deepa

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Narayan says in her book, “I grew up thinking unless my father sanctions my existence. I am not alive. I was always waiting for validation. If he said you are fine I would be fine.”

Gender equality and social media:

Social media played a vital role in unfolding unexpected inner realities. This movement is proved a sea change for the victim of sexual harassment. To change all these things, have to follow due process. Now people from all walks of life are coming to center to back survivors as lawyers. Media plays vital role in presenting or creating the picture of society. It shows empowered women, successful women, courageous at the same time traditional images are also shown. We see tagline in T.V. advertisements which shows women all over world are only mean to homework. Janina says, “Gender is about more than men/women to achieve gender equality we all have to challenge ourselves to think outside these restrictive boxes and recognize other gender identities that have to be included when fighting for equality." Though India is independent but Indian women are still fighting for freedom. They have trained to remain voiceless and erase themselves but somewhere women are speaking up about their experiences. #me too movement is the outcome of this breaking of silence. This movement shook the whole world. In this digital movement women are expressing storms of experiences and suffocation. Me too movement raised voice against sexual harassment. In Oct, 2017 it spread in the whole world. Tarana Burke an American social activist coined this phrase me too and it was popularized by American actress Alyssa Milans on Twitter." Such women mass movements are creating the awareness to think about self respect, self esteem and praise the voice against such discriminations.

Gender equality and Mass Movement:

In 2012, whole country stirred because of the Nirbhaya incident in New Delhi. Silently women protested for the justice for Nirbhaya. This protest leads or a kind of courage which resulted in the number of women reporting such crimes increased. In the whole world it had become the centre of discussion while Google put a white candle below its search bar in the US marking its tribute. SDGs goal 3 assures the women healthy and hygiene life there should be some provisions up to the root level. In India when sanitary napkins were taxed with GST it became unaffordable to the women of lower income class. Then Indian women raised voice for this using the digital world.

Online movement ‘Lahuka Lagan’ was also a struggle for healthy life of women. It was against the taxing sanitary napkins. 12% GST on sanitary pads. Indian women fought for exemption from GST on sanitary pads. Advocate Sushmita dev filed a petition with the support of above the 400000 women signatures. It was an online and offline movement of July 2018 and India becomes the one of the countries of world where sanitary napkins are tax free.

Gender equality and Domestic Violence:

Domestic Violence is the major barrier of gender equality. In UP, Banda district women raised voice against domestic violence in the form of gulabi gang in 2006. At the starting it was foe Domestic violence but later it also struggled against corruption and child marriages. Status of rural uneducated women is different from educated urban women but as whole Indian mothers are stressed mothers. Some women are dependent financially. If marriage is a samsakara and it is taken as

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social responsibility then why males are not shouldering the responsibilities automatically come after the marriage. There should be recognition to mother work. Tarabai Shinde has said in her book 'Stripurushtulana'• that in India women are not only treated as the man's other but are also subjected to discrimination, oppression, violence and exploitation. She through the 'stripurushtulana' questioned the standards set for women by the dominant half which were and still are unfair and the root cause of their marginal position in the society.

According to World Economic Forum (2017) it will take 100 years to eradicate gender disparities. The Indian constitution recognized the principle of equal pay for equal work for both men and women and right to work through article 39 (D) and 41. But in India still there is discrimination in equal pay to same work, Discrimination varies nation to nation but for empowering women gender gap should be reduced, especially in the labor market. Eliminating the wage gap is very essential.

In the name of protecting women, women are suppressed. Gender equality begins in families. We have to breakdown gender stereotypes by educating them to share the care work, women right. Women should be empowered to speak out. While promising no one will behind we should come together to bring all these movements and struggles into action. Cultural shift should be accepted by the people broadly.

'We know What we are But know not

What we may be"

Woman is the unique and inseparable unit of humankind. William Shakespeare what said before centuries is relevant to the present situation of women. History records the changing status of women and it has been reflected through the contemporary literature. Now women are expressing their emotional world and unfolding realities and giving voice to their suffocation through the media, mass movements, through newspapers, somewhere after exploitation they are knocking the doors of courts etc. All such protesting voices made world to think about the gender equality. There is a need to rethink and to understand the causes of inequality and power relation, Gender equality is a world mission to achieve sustainable development.

Gender equality is the fifth goal of SDG. It aims to erase all forms of inequalities in all spheres circled women. It is working for achieving gender equality and empowers all women and girls. It is a difficult and crucial task before the world. Gender disparity is a kind of injustice: socially accepted all over the world. On one hand and on the other hand, half circle of the earth is fighting for equality. This half circle is suffering due to discrimination, gap in gender equality, violence on different paths of the life.

SDG's 2030 agenda aims in building a better future for all. It also aims at no one will behind. In 2015, all over the world 129 countries agreed the sustainable development goals. They planned for next 15 years means up to 2030. These countries decided to develop the people who are living in poverty. Present paper aims to study the new forms of women struggle. It also aims to study changing faces of discrimination. Battle for gender equality is not only a battle of decades but it is of centuries. Gender equality facilitates women empowerment indirectly to sustainable development.

Dr. B. R. Ambedkar says, "I measure the progress of a community by the degree of progress which women have achieved." Gender equality is a base for sustainable

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world which is a kind of basic Fundamental human right. Women's representation in politics, economical decision-making process is very rare.

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MOOCs: Indian Scenario

Bhushan W. Ambekar
Librarian, Karmaveer Dadasaheb Deotale Mahavidyalaya, Chamorshi. Dist. Gadchroli.

Abstract:

In some few years the enrolment is increased tremendously in MOOCs in India. After US India is dominating growth in enrolment. To fulfill the requirements of enrolments of Indian learner Govt. of India had taken some initiatives providing platform like NPTEL, mooKIT, IITBX, and SWAYAM. Implementing MOOCs in India there are some challenges which are discuss in this paper. With the launch of SWAYAM, some of these issues and challenges are addressed.

Keywords: ***MOOCs, MOOC in India, NPTEL, MooKIT, SWAYAM.***

Introduction

There is tremendous change in the learning processes of learner due to advent of Information and communication technology and World Wide Web (WWW). First difference occurs when distance education which brought changes in delivery model of higher education by making possible for user to learn without attending classes with using specific course material delivered them. Now a days e-learning come into existence. Due to emergence of web 2.0 and Internet online learning is very popular and spreads all over rapidly in online education system. In year 2012 we saw a new model of delivery of higher education with world most prestigious institutions and Universities known as "Massive Open Online Courses" i.e., MOOCs, which gives emergence as one of the interesting platforms which has gaining popularity in all disciplines in very short time span with depth impact on online education system in Higher Education With the boon of Digital age learning is converted into e-learning. MOOC is nothing but Massive Open Online Courses which is made available to global learner crossing the barrier of Space, language, money. "The term MOOC was coined in 2008 by Dave Cormier to describe the Connectivism and Connective Knowledge (CCK08) course led by George Siemens and Stephen Downes" (Massive open online course, n.d.).1

Some Definition of MOOCS is:

"A course of study made available over the Internet without charge to a very large number of people anyone who decides to take a MOOC simply logs on to the website and signs up" Definition from Oxford Press." [2]

"MOOCs are courses designed for large numbers of participants that can be accessed by anyone anywhere as long as they have an internet connection, are open to everyone without entry qualifications, and offer a full/complete course experience online for free." [3]

"A MOOC is an online e-course with the option of free registration, a publicly shared curriculum, and open ended outcomes.

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MOOCs integrate social networking, accessible online resources, and are facilitated by leading practitioners in the field of study. Most significantly, MOOCs build on the engagement of learners who self-organize their participation according to learning goals, knowledge, skills, and common interests." [4]

So, we can say that MOOC as massive open online courses made available to masses for free (can charged for certificate) in online distance mode. One of the most important things of these courses is that being offered online also for free of any fees learner can follow them at anytime, anywhere and get necessary education and skills with a certificate of a reputed Institution/University which otherwise the learner even could not dream due to fee, time, distance or other constraints of getting admission to reputed Universities or Institution.

Some of Common feature of MOOCs:

To satisfy Label of Massive: According to Wikipedia definition there may be unlimited number of participants in MOOCs course. It is fact that for smooth conduct of the course we have to set maximum limit of participants and that is depend upon the resources and technology available with us. For admission of the course, we have to set some criteria like "First come, first served" since it is open course.

To satisfy the Label Open: It describes the fact that it is open for all without discrimination except for any special requirement for specialized course. Course can be accessed by anyone and any whereas long as they have an internet connection.

To satisfy the label course: MOOCs offers different level of courses with time limit and structure of the course like certificate, degree or diploma.

Types of MOOCs:

MOOCs are usually classified into CMOOCs and XMOOCs.

CMOOCs — these are based on connectivism. cMOOCs is based on a network platform and when the learner decided to learn he or she can used social media platform. There is no teacher or tutor and defined syllabus. As well as there no formal assessment is possible hence the learner have to themselves judge what and how they have learned. It is a creation for emphasizing connecting learners called as connectivist MOOC and build upon the idea and platform originally visualized by George Siemens.

XMOOCs — They have their background in the evolution of open courseware and open educational resources. XMOOCs are generally offered by universities in collaboration with a commercial organization/company whose aim is to gain profit. XMOOCs are online versions of traditional learning formats (lecture, instruction, discussion, etc.) on proprietary specialist software platforms owned by independent firms.

MOOCs Potentials in India:

We have seen in recent years there is tremendous hike in the enrolment by Indian students in MOOCs all over the world. Our country is the leading country among the world in terms of enrolment of courses offered by many MOOCs provider including edX, Coursera and Udacity.

After United States India is second largest user of the edX, form the class central the growth of the learner is increased in 2019. The total number of learners on edX grew to 24 million, up from 18 million last year. Before that, edX was gaining 4 million

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learners a year.[5] Same from Udacity and Coursera grew up there learner.

"There is a lot of talent in India, but often there are not enough slots for qualified students in colleges, and not enough financial aid... EdX changes all of that..." Anant Agarwal CEO edX[6] edX has more than 6 million students from all over the world and more than 19 million course the students are enrolled. This is because of commitment of MOOCs provider to provide online education and desire to give the best to the student. Till MOOCs is emerging field and many more have to do. According to edX CEO Anant Agrawal India is the bigger market for MOOCs than US.

Facts about online Education in India:[6]

Indian online Education market was $ 247 million in 2016 and expected to grow $ 1.96 billion in 2021. The compound annual growth rate is 52%.

The students enrolled for various courses for eLearning is about 1.6 Million in 2016, which expected to grow about 9.6 Million in 2021.

Near about 48% of population in India is about 1540 age group which is high acceptability in e- learning student group. Hence the there is good market for e-learning.

Due to cost effectiveness of e-learning, e-learning is more preferred than classroom teaching since classroom teaching will expected to grow 175% increase.

MOOCs Platforms in INDIA:

The Indian Government has taken many initiatives to provide and increasing support to the concept of open e-learning. The Indian govt. initially decided to provide open resources like repositories, libraries, e-books and made educational environment. These efforts made in terms of establishment of National Digital Repository of IGNOU, Sakshant giving e-content and VidyaVaheni integrating IT into the curriculum of rural schools by giving interactive training and development for communication. All the efforts made by Govt. to established these department reachable to many more learner. Some initiatives like Education and Research Network (ERNET) connecting various schools and colleges. The satellite launched for education in India i.e., EDUSAT, For dissemination of educational knowledge consortium of Educational Communication (CEC), For connecting University Libraries Information and Library Network Centre (INFLIBNET) These are the few examples for initiatives towards open education but till education with information technology was out of their reach. In 2013, ePG Pathshala run especially for postgraduate course launched by govt. and it is manage by INFLIBNET of UGC. Also, some more course providers are Bijus, eSaral, Vadantu, Apna Course and myBskool.com, these are run in India. But these are being run for profit and clearly, providing open education is not among their motives. Thus govt. wants to set to develop some online courses on their own platforms. Now a day in India some Universities and Institution have the facilities to start or support such initiative, some of these organizations are given below.

National Programme on Technology Enhanced Learning (NPTEL)

It is started in 2003 by seven Indian institutes of technologies along with Indian instituted of Science Bangalore. Its uses the open source technology for offering courses. These courses are powered by Course Builder which is open source

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platform of Google that runs on App Engine and Compute Engine. This programme offers postgraduate and undergraduate courses of engineering. In its first phase 235 courses are develop in web/video format are developed. In the second phase (20092014) another 600 web and video courses are developed by NPTEL. On NPTEL website it is largest online repository in the world of courses in engineering, basic Science, humanities and Social Sciences subjects.[7]

Indian regulatory Educational bodies like UGC and AICTE are continually encouraging the faculty member of colleges and Educational bodies like Universities to adopt online course for credit transfer. Now a day's Students are using this programme to prepare for GATE exam and higher studies also.

mooKIT:

It is open source MOOC management software developed and designed by IIT Kanpur in 2014. It is build up in such a way that its highly customizable and cost effective at any scale.[8]

Main features of mooKIT is

- Adaptable to varying bandwidth: This feature is very helpful to rural area students where internet connectivity is low which is main constrain in India.
- Discussion: Forums for in depth discussion, quick and real time interactions.
- Internationalization: No barrier of language
- Assessments: for evaluation
- Certification
- Customizable: Can be customized according to local needs.
- Cost effective
- Progressive app
- Digital Certification

IITBombayX:

It is nonprofit MOOC platform developed by IIT Bombay using the open source platform in 2014 with funding from National Mission on Education through Information and Communication technology and Ministry of Human Resource Development, Govt. of India.[9]

IITBombayX is operated in the basic version of the blended learning MOOC with cooperation with edX organization. Blended learning is nothing but it is combination of face-to-face classroom teaching and online education method. This model is also known as "Blended Learning – MOOC Model of IIT Bombay (BLMM)". In this learning course completion is compulsory not optional.

IITBombayX offer different types of MOOCs for various types of learning needs

- EduMOOCs
- SkillMOOCs
- TechMOOCs
- LifeMOOCs

Goals of IITBombayX:

- Wherever there is internet access there is quality education should spread.
- Quality education for learner in remote area.
- To improve quality education in campus and online.
- To updated and advance teaching and learning with help of research work.

Principles of IIT Bombay X:

- It is nonprofit organization.
- It uses opensource platform

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- Collaborative efforts are taken

SWAYAM:

SWAYAM is a Hindi language acronym that stands for "Study Webs of Active Learning for Young Aspiring Minds". SWAYAM programme was developed by Government of India to gate quality education accessible to all as describer in Indian Education policy. The main aim of Swayam to access, equality and quality. It is developed by Ministry of Human Resources and All Indian Council of Technical Education (AICTE) with the help of IIT Madras with the help of Google Inc. and Persistent Systems Ltd. to achieve their cardinal Principles of Education policy. All the courses available on this platform are interactive, made by the best teachers in the country and available to any learner. More than 1,000 specially chosen faculty and teachers from across the country have hard work for preparing these courses. This platform is competent of hosting 2000 courses and 80000 hours of learning with covering School, Undergraduate, postgraduate, engineering, law and other professional courses.

Challenges for MOOCs in INDIA:

India is very big market for MOOCs provider. Some of the major constraints regarding the implementation of MOOCs in India are, Digital divide and low rate of digital literacy and lack of power supply, lack of technological infrastructure, huge amount of investment, diverse population, Difference in educational status between MOOCs and traditional mode of formal education, Centralized mostly within the renowned and well- developed universities, Lack of quality teachers.

- **Digital Divide and low rate of digital literacy and power supply:** National Sample Survey Organization (2018), among the poorest 20 percent households, only 2.7 percent have access to a computer and 8.9 percent to internet facilities. In the case of the top 20 percent households, the proportions are 27.6 percent and 50.5 percent, respectively. These figures make it obvious that while moving classrooms online might ensure transferring information and guidance, they cannot be effective in ensuring social interaction unless the existing inequities are addressed. In 2018, The Telecom Regulatory Authority of India, internet density in India stood at about 49% of which 25% live in rural areas and 98% in urban area. A nationwide survey of villages in India by the Ministry of Rural Development in 201718, showed that 16 percent of India's households received one to eight hours of electricity daily, 33 percent got 912 hours and only 47 percent received more than 12 hours of power supply daily. [10]
- **Lack of technological infrastructure:** High speed internet connection is required for accessing the content delivered by provider in their courses. Developing country like India, computer and Internet comes under luxury. Till now a date GST on Internet and computer is 18% charged by Govt. of India. And also, this availability mainly in urban areas only.
- India is widely diversified country with different languages are spoken. MOOCs can be accepted on a common language like English. On another hand English is one of the languages which is difficult to

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understand many more student in India. So, language is one of the barriers for promotion of MOOCs.

- **Quality:** In India there is lack of quality of teacher and the technical staff. There are also huge vacancies of the teacher and technical staff among the higher education.

Conclusion:

MOOCs is an effective tool to offer quality education in a diversified and open way and also is a major rising power to compete with the traditional form of regular education in schools, colleges, and universities. MOOC platforms are offering online course worldwide and India is no exception. There are various platforms that are being used in India for offering the MOOC courses, such as, NPTEL, mooKIT, IITBX, and SWAYAM. SWAYAM is launched very in recent times. Therefore, to set up a ground for understanding including theoretical and technical aspects, a discussion is provided about each of these platforms with their features. Indian learner should develop technical skill among themselves to acquire science and technology education accessible to masses. The MOOCs is rapidly increasing among Indians and they have opted MOOCs for making global classrooms a reality. For Indians learner, who has a desire for quality based western education, MOOCs are proved outstanding in this direction.

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